Adobe Advertising Cloud

Adobe Advertising Cloud Search features powered by Adobe Sensei

Adobe Advertising Cloud Search is Adobe's platform for search marketing management across all aspects of your campaign. Advertising Cloud Search gives you the powerful tools you need to manage and optimize your search advertising campaigns to most efficiently meet your performance goals.

Introduction

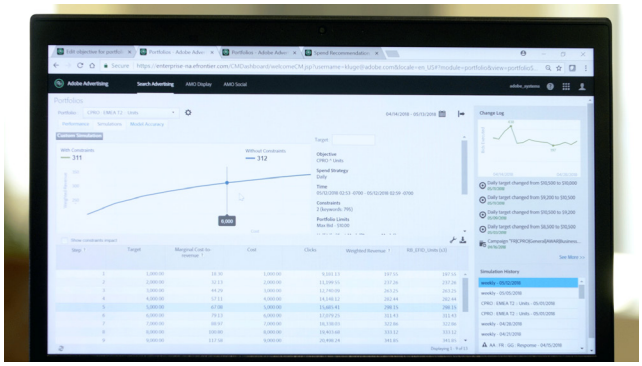
Search advertising is complex. A typical advertiser manages millions of keywords across multiple search engines, and campaigns are layered with dimensional targeting like device, audience and geolocation. Advertisers need to be able to forecast performance for planning purposes and allocate their budget to most efficiently meet their goals. This is where AI can help.

Adobe Sensei, Adobe's artificial intelligence and machine learning technology, powers key features of Adobe Advertising Cloud Search. These features include:

- **Performance Forecasting**
- **Spend Recommendations**
- **Performance Optimization**

Performance Forecasting

Constructing a digital advertising strategy is complex and based on many variables. How you choose to allocate your marketing dollars can have a dramatic impact on the performance of your campaign. However, beyond going by your experience of what's worked before, you're in the dark as to how well a given budget allocation will perform. Performance Forecasting, powered by Adobe Sensei, shows you what you can expect before you spend the money.



The key to Performance Forecasting is access to detailed data: not just impressions, clicks, and conversions, but all the steps in between, including bounce rate, return visits, page views, time spent on site, and engagement, among other data points. Performance Forecasting puts all these data points together at the level of a bid unit: a single search keyword together with its match type, campaign, and search engine, combined with attributes such as device clicks/cost, conversions, and revenue, and combined with unique engagement data from Adobe Analytics and audience characteristics from Audience Manager. Leveraging this granularity, Performance Forecasting's artificial intelligence dives deep into past performance data and analyzes your search campaigns to predict their future performance. You can specify all the parameters you want to model, including your spend strategy, your targeted spend amount, how many spending levels to model, and the difference between them. Spend strategies include:

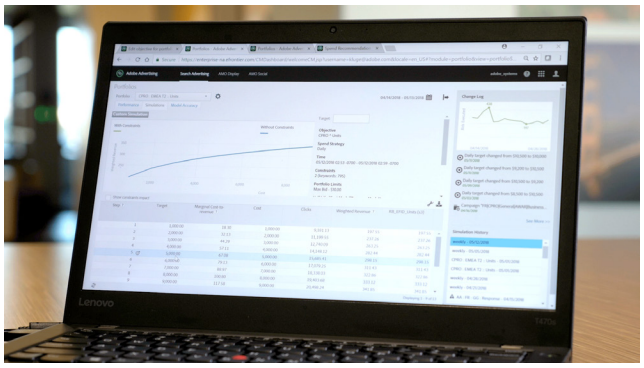
- Daily: Set a daily spend target.
- Return on investment (ROI): Maximize revenue derived from the campaign relative to the amount invested.
- Cost per transaction (CPT): Maximize weighted revenue while trying to maintain a given cost per transaction target. Because the portfolio objective may optimize for multiple transaction properties, CPT is defined as the cost divided by the weighted revenue of all properties in the objective.
- Marginal CPT: Similar to CPT. Marginal CPT is defined as the change in cost to acquire one additional unit of weighted revenue. However, using a marginal CPT avoids potential suboptimal results from an average CPT, allowing you to dynamically scale your SEM budget to maximize gross profit at any point in time.
- Bid-unit level CPT: CPT considered at the individual bid-unit level rather than at the portfolio or campaign level.

You can set conversion attribution rules, control the date range over which you want the model to operate, and more. All these attributes are taken into account by Adobe Sensei, which runs the simulation and offers you a forecast for how your planned campaigns will do. You get to see ahead of time what you can expect from your campaigns in a a given portfolio campaign.

Of course, predictive modeling helps—but how can you tell whether those predictions are accurate? Model accuracy reports provide a transparent look at how well the predictive model performed compared to your actual results. You get details of how accurately the model performed in terms of clicks, impressions, cost and revenue, and how well its cost and revenue projections matched results, broken out by click volume, revenue group, bid unit, and device. Adobe Sensei's predictions are typically 90%+ accurate. Based on your results, you can fine-tune your portfolios and your campaign strategies to optimize your ad spend.

Spend Recommendations

Determining spending levels across your search marketing efforts is a thorny problem. How can you allocate your ad spend to maximize your ad performance? Spend Recommendations, powered by Adobe Sensei, gives you answers. For a given budget, Spend Recommendations can show you how much money to allocate across your search campaigns and portfolios to most efficiently meet your performance objectives.

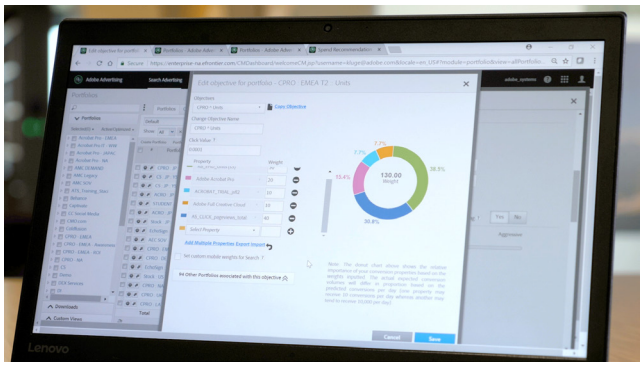


Spend Recommendation does this by considering each of your bid units across all of your compaigns and runs comparative analyses to determine the effectiveness of marginal spend: For each bid unit, how much impact does each addtional dollar allocated affect that bid unit's performance? Given this result, comparing across bid units and based on the total budget available for allocation, how can you spend the correct amount on each to achieve the greatest impact on performance overall? Predictive modeling at the bid unit level enables Spend Recommendations to calculate that optimal return point for each bid unit, rolling up to each portfolio, so that its final recommendation gives you an optimal spread of spending across all your porfolios. Your allocation is all set! If you're happy with the recommended allocation, a single click will apply it to your campaigns, or you can manually adjust your actual ad budgets directly based on the recommendation.

Performance Optimization

The performance of a search campaign depends on determining the right bid amount for each set of keywords and targeting criteria, and allocating your budget to most efficiently meet your ROI goals. How do you ensure that you have selected the right bid amount for each keyword to best meet your goals when you have millions of keywords?

With Adobe Advertising Cloud Search, an advertiser sets their goal or performance objective, and Performance Optimization, powered by Adobe Sensei, makes the tradeoff decisions to most efficiently meet the advertiser's goals. There are many actions that a consumer can take that an advertiser may consider valuable, whether it's placing an order online or in a physical store, generating revenue, registering at the site, or signing up for an email newsletter. For this reason, the objective can consist of multiple actions or conversion activities. An advertiser can even optimize to a post-conversion goal such as margin or lifetime value as a weighted objective. Relative weights can be assigned



to each action based on the value each one has to the advertiser. Adobe Analytics engagement and conversion metrics can be selected as objectives.

Conclusion

Search advertising is complicated, and you need powerful AI tools to help you manage it. The Adobe Sensei-powered tools in Advertising Cloud Search automatically give you performance forecasts via transparent models and accuracy reports that let you compare predictions against actual results, recommended budget allocations, and optimized keyword bidding across all your search marketing campaigns. With the power of Adobe Sensei, you can plan and execute search marketing campaigns, bid on keywords, and measure performance with confidence and a clear eye on the big picture.